



The Hidden Cost of Supplier Friction: How Process and Mindset Shape Procurement Outcomes

Presenter



Kim Cullen is the Director of Marketing at Beacon Bid. Bringing nearly two decades of public procurement marketing and customer relations experience to the team, her areas of focus include eprocurement processes, customer engagement and procurement ecosystem education to the supplier community. Kim an alumni member of the NIGP Business Council and has her Supplier Mastery Designation from NIGP. In addition, she organizes and conducts educational seminars and webinars for NIGP regional chapters, procurement partners and customers, buying organizations and the vendor community throughout the country.

Summary:

Public procurement leaders are under pressure to drive competition, innovation, and value, yet many organizations are creating barriers that limit all three. Processes, technology, and long-standing norms can create friction that affects how suppliers decide whether to participate. This session shares a supplier-informed perspective on why qualified suppliers choose not to pursue opportunities and how tools like AI are making



those decisions faster and more selective. It also looks at a common but overlooked issue: many suppliers are not aware of all the ways they can do business with an agency. Cooperative contracts and small purchase opportunities may exist, but they are not always clearly communicated. Your process, mindset, and industry norms shape your outcomes, whether you intend them to or not. Attendees will leave with practical strategies to reduce unnecessary friction, improve supplier engagement, and support stronger competition and participation.